

Lightstone Heads Paramount

Columbia's Big '42-'43 Schedule

In keeping with the current public's unprecedented demand for wartime entertainment, Columbia's 1942-43 program, announced at the studio's annual sales convention at the Warwick Hotel, New York, offers its greatest "big" picture" producing year, even surpassing the boom season of 1928. The schedule includes 48 features, 16

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H. T. Long Joins Pioneer Films

H. T. Long, veteran Canadian motion picture executive, with Associated Theatres for the past ten years, has resigned as general manager of that company and joined Pioneer Films in the same capacity. The change became effective immediately. The Pioneer

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Korda Knighted

Alexander Korda was one of the six knighted by His Majesty on the King's Birthday. He becomes Sir Alexander Korda, K.B. and Merle Oberon becomes Lady Merle Oberon.

Jolley to Cinema

Mel Jolley, manager of the Columbia, St. Thomas until it closed temporarily, is now relief manager at the Cinema, Toronto, another 20th Century theatre. Bob Martin, formerly of the Cinema, left to join the Odeon circuit.

Ireton to Hollywood

Glenn Ireton, press chief of Vitagraph, has been called to Warner's Hollywood headquarters to work on a special assignment. He'll be away for a month. Doreen Johnson, his girl Friday, will pinch-hit.

Replaces Del Goodman as Canadian General Manager

Gordon Lightstone, formerly sales manager of Regal Films Limited, which exchange distributes MGM product in Canada, became general sales manager for Canada of Paramount Pictures, Inc. on June 22nd. He succeeded Delbert

This Ain't Ballyhoo Either, Folks

The old Colonial Theatre, opposite the City Hall, which has been closed since sound came in, has a clogged lobby these days.

The house, owned by the Franklin brothers, who are reputed to own acres of real estate in the heart of the downtown, has been a silent ghost of the silents for many years. The owners resisted all attempts to rent or buy the place for movie or other purposes.

But life has come to the lobby and so have crowds. A military display of sandbags and weapons is currently occupying the marble floor as part of the active service campaign.

It looks like movie exploitation but isn't. It's for more important stuff than that.

Gillham In and Out

Bob Gillham, Paramount's advertising and publicity chief, was in Toronto last week for a short stop. Bob isn't new over here—but he isn't often, neither.

Sweepers Keepers?

Frank Smith, sweeper at the Cinema, Toronto, picked up a wad of greenbacks totalling \$150 the other morning. Shortly after a worried citizen came in, having discovered it to be missing. He gave Frank two dollars as a reward.

Goodman. Goodman has been at the Toronto head office for some time, having come here after many years in the East for Paramount, and it is reported that he is taking over another important administrative post for his company in the United States.

Lightstone has been replaced at Regal by Ted Gould, who was Toronto branch manager. His former

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Columbia Men at New York Convention

In the Canadian delegation of Columbia to the exchange's New York convention are Louis Rosenfeld, Sam Glazer, Harvey Harnick, Abe Cass, Jule Allen, all of the Canadian head office in Toronto, and Dutch Levitt of the Winnipeg branch.

Famous Players Shifts Managers

Morris Doyle, manager of the Parkdale, Toronto, has been transferred by Famous Players to fill the post at the Runnymede, left vacant by the death of James Lynch several weeks ago. Walter Graydon, latterly of the Imperial and formerly of Shea's, replaces Doyle at the Parkdale.

Both Graydon and Doyle are veterans of the business. Graydon was at Shea's for many years and Doyle was at the Imperial when

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Para's Mountbatten?

Paramount is thinking of a biography about Lord Louis Mountbatten, whose British Commandos have dealt the Axis many a quick jab. Lord Mountbatten is currently in the USA, where much fuss is being made about him and his command.

Publicity value is big right now. The idea was first suggested in London.

Movies Have Heavy Hitting Average In USA's Annual Earnings League

Further reports of American annual earnings by the Securities and Exchange Commission placed Clark Gable ahead of James Cagney in the movie industry and show that Louis B. Mayer, managing director of Loew's, Inc., leads the USA for the fourth year in succession.

Seven out of the first ten money-earners were members of the movie industry.

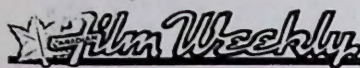
Here are the first 10 on the basis of reports to date: L. B. Mayer, managing director of Loew's, Inc., \$704,426; James Cagney, Warner Brothers actor, \$362,500; Clark Gable, Loew's actor,

\$357,500; Nicholas M. Schenck, president and director, Loew's, \$334,304; Bette Davis, Warner Brothers actress, \$271,083; George F. Hill, president, American Tobacco Company, \$288,144; Roland Chilton, engineer, Wright Aeronautical Corporation, \$268,591; Darryl F. Zanuck, president, 20th Century-Fox Film Corp., \$260,000; H. B. Wallis, production head, Warner Brothers, \$260,000; and C. W. Deyo, president, F. W. Woolworth Company, \$252,061.

Charles Boyer and Ginger Rogers, movie stars, had been among the select "first 10" on the basis of early reports from the SEC a month ago.

**TORONTO COUNCIL
OKAYS MARQUEE RULE**

The Toronto City Council adopted the report of the Civic Works Committee recommending that no more permits be issued to erect shadow boxes not built in or signs and marquees hanging less than nine feet above the sidewalk.



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They All Benefit

Though much has been made about the value of motion pictures from a standpoint of inspiration, relaxation and information, there are other ways in which the industry serves the public. Quieter ways that become apparent only to the eyes of the observer.

Here is one example:

In Toronto several weeks ago the Civic Work Committee, on the recommendation of certain civic department heads, entertained a proposal to assess advertising devices having less than a nine-foot clearance at the rate of one dollar per foot, with a minimum rental of ten dollars annually.

Such an action would, of course, affect the theatres unduly. Two theatre organizations, Famous Players and Independent Theatres Association, provided legal counsel to oppose this action on the part of the City Council.

One of Canada's best-known legalites, Joseph Singer, K.C., who was retained by the Independent Theatres Association, was successful, together with Norman S. Robertson for Famous Players, in convincing the civic administrators of the unfairness of such a step.

As Mr. Robinson pointed out, the proposed assessment would cause much hardship for the small merchant, who might be taxed from \$30 to \$40 each year. Since the members of the committee accepted the recommendation as being intended to restrict signs rather than raise money, Mr. Singer claimed that an annual return of nearly \$300,000 as a result would be going too far.

The fight by the Independent Theatres Association and Famous Players was successful. The City Council, upon weighing the committee's report, imposed no tax, though recommendations that future shadow boxes be restricted unless recessed and that signs have a nine-foot clearance were made law.

All-Round Protection

The small merchant had none present to present his case, layman or lawyer. Had an assessment been passed it would have been followed by violations, fines and trouble generally. After a while opposition might have risen to the point where the Council would rescind the measure, causing much wasted effort and money in wartime.

So the small merchants, movie patrons all, benefitted indirectly from the opposition provided by the theatre companies.

But the story doesn't stop there. It should be a lesson to theatre men on the inter-dependence of the industry.

There are any number of Independent theatres, small circuits and trade organizations in Toronto. They provided no opposition to the measure. Had it passed they would have had another tax added to the many now in effect. Two theatre organizations, representing several classifications of exhibitors, bore the costs and the trouble of winning a victory for all.

And that is how it should be. This inter-dependence and the need for recognizing the other man's position is important. It is part of the fraternal spirit which must be kept alive even when sharp differences arise. All men who sit on national boards related to the industry, no matter if they are the delegates of one group as opposed to other—and sometimes unrepresented—groups, have a common duty to the industry which transcends any differences.

Columbia's Big '42-'43 Schedule

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Westerns, 130 short subjects and four serials.

Paul Muni's "The Comandos" stands out among the features for the coming season with a quartet of Rita Hayworth productions, Kaufman-Hart's "The American Way," a Jerome Kern musical, a pair of technicolor productions and a Cole Porter musical.

Of high importance in the announcement is the company's line-up of personalities, greatest ever to be offered in Columbia's history. It includes some of the most noted names of stage and screen. Among the stars to appear in the new season productions are Brian Aherne, Jean Arthur, Fred Astaire, Janet Blair, Humphrey Bogart, Olivia De Havilland, Melvyn Douglas, Irene Dunne, Glenn Ford, Cary Grant, Rita Hayworth, Paul Muni, Jack Oakie, Rosalind Russell, Virginia Bruce, William Gaxton, Evelyn Keyes and Claire Trevor.

To meet the widespread interest in today's history-making events, the program includes an important group of headline dramas based on the activities of the armed forces, such as "Destroyer," "Salute to Sahara" and "Knights Without Armor."

Important among the short subjects will be "America Sings with Kate Smith," which will mark the return of the songstress to the screen after a decade's absence, in a series sponsored by, and with the proceedings going to, the USO; also a new series of Color Rhapsodies cartoons, first offerings of the newly-signed Dave Fleischer; director of "Superman" and "Popeye."

Of the 54 pictures announced, 48 will be productions featuring outstanding stars, directorial and author names; 16 will be westerns—eight starring Charles Starrett and eight featuring Russell Hayden and Dub Taylor. This program will be supplemented by four serials. The diversified line-up of 130 short subjects will consist of three serials of two-reel comedies and 10 series of single reel attractions.

Chatham Houses 'Keep 'Em Smiling'

A real cooperative stunt was that pulled off by Chatham, Ontario's three theatre managers, Pat Drohan of the Capitol, Harland Rankin of the Centre and Frank Reid of the Park. They called it "Keep 'Em Smiling" week.

The boys took a full page in the Chatham Daily News and filled it with stories, ads, pictures and patriotism. Also their physogs.

H. T. Long Joins Pioneer Films

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exchange is headed by Oscar Hanson, who opened it last October after ending an 11-year association with N. L. Nathanson.

"I think that Pioneer Films has a marvellous future," he said in his new office at 277 Victoria Street, Toronto. "We've got 'Birth of a Baby' right now and it just got press despatches across the country because Ottawa sponsored it. We've got Foto-Nite, the Paramount 16 mm. franchise and we'll have some important product announcements to make in a little while."

The acquisition of Long gives Hanson's organization a popular figure in the Canadian industry and adds to the expert executive support of Jim Foy, Pete Barnes and George Oullahan.

Long got into the game 22 years ago as a salesman with Paramount. He left the large exchange after five years to join First National as branch manager at St. John before that outfit became part of Warners. After a year at St. John he was transferred to handle the Calgary branch. He still retains his connections and friendships with western exhibitors, amongst whom he is highly-regarded.

Toronto saw Long again when he joined the old Tiffany setup as branch manager here. Before the Tiffany company folded forever Long joined Associated Theatres as assistant general manager and retained that post for seven years before becoming top man.

Long has served on every side of the motion picture business in Canada and on many supplementary committees. He was a theatre manager for three years, leaving Associated to handle the Rideau, Ottawa, then operated by Moorehead and Filman. When Hanson Theatre Corporation acquired the house Long rejoined Associated, becoming general manager of the latter company.

Famous Players Shifts Managers

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it was a Pantages unit.

Angelo Stevens of the Regent, Ottawa and H. Marshall of the Rideau, Ottawa, both Famous houses, have changed managerial posts in a straight switch.

Murray Berg, who was treasurer at the Imperial until he joined Fred Trebilcock at Shea's recently, has been shifted to head office.

Lightstone New Paramount Head

(Continued from Page 1)

place has been filled by Garfield Cass, a Regal salesman for many years.

Henry L. Nathanson, Canadian general manager of Regal, announced the appointments.

Lightstone, starting in Montreal as a salesman, has been handling the MGM product in Canada for eighteen years. He was Toronto branch manager before being promoted to the office just vacated by him.

Ted Gould, his successor, was Winnipeg branch manager before being moved to Toronto, a post held by Lightstone prior becoming Regal general sales manager. That makes twice Gould has covered the latter's tracks.

Congratulations are being offered on all sides, each of the individuals affected enjoying much popularity in the Canadian industry.

Theatres Join Army Week

Motion picture theatres throughout the Dominion are joining heartily in the preparations for the celebration of Army Week from June 29th to July 5th. Though there is no general plan exhibitors are approaching the campaign in their own way and within the requirements of their particular situations.

There will be flags, bunting, slides and lobby displays. Three special news clips will be inserted during the period. Many managers will link their promotion activities with the celebration.

Theatre chains are making special allowances for the man in uniform. Famous Players, for instance, will reduce its theatre rates to 25 cents, plus tax, everywhere. The rest of the wheels will do one thing or another, some having agreed to permit all men joining up to enter the house gratis on the day of enlistment.

Special army representatives have been in Toronto recently discussing motion picture participation with circuit and industry representatives. They were promised the fullest cooperation.

WANTED

Experienced manager for large and modern city theatre.
Must be eligible under the Selective Service Act
Box 2, Canadian Film Weekly



She's Smiling Now

The boys of the Royal Canadian Air Force have won another major victory. They've made the Sweet Caps girl smile. I noticed a standee the other day showing the Sweet Caps gal in the company of several boys in blue—and smiling.

The Sweet Caps girl dates back to the days of the early silents. A couple of wars and all the strange and new things that came into being during and between them failed to alter the beautiful complacency of those fetching features until now.

You old-timers will remember the buxom beauty in the comic opera costume. She shared wall honors with the Corbett-Sullivan fight, the Country Doctor and Stag at Bay.

These examples of yesterday's art have been lying in dusty cellars since 1916, when we said bye-bye to the bar-room. The Sweet Caps gal accompanied them in their decline from popular favor and public notice. The repeal of Prohibition didn't help revive the others but the Sweet Caps gal came back. The other pictures, being confined to frames, stayed where they were put because the law won't allow beverage rooms to exhibit ancient and apparently dishonorable lithographs.

Today the Sweet Caps girl again gazes at you from billboard and boarding. But she's changed. They have whittled down her porky pulchritude to a boyish figure. Yesterday's well-upholstered honey is today's flimsy-figured frail.

And she smiles occasionally now. The air force boys made her do it. The Sweet Caps girl, having been around a long time, has seen the boys of several generations come marching home in triumph. She knows we'll win again. So she smiles..

Changeovers

Five fire trucks answered a false alarm last week On the Square—which it wasn't. It was a dirty trick these gas-and tire-saving days. That sort of thing comes close to fifth columning... War regulations are cutting the capers out of the cutups. When Syde Taube became a grandpappy last week he tried to get a cigarmaker to roll up some gag cigars the size of rolled rug. No can do. So Syd had to confine himself to Tueros and act like any other grandpappy—which was hard on him... Some of the boys were talking about the whims and wherefores of exhibs years ago. One told about an exhib who ran a blind pig near his house as a sideline. If he spotted a checker he took him over to the joint and kept him pie-eyed while the crowds came in. Probably a lie—but interesting... Bill Dalley, Imperial doorman for many moons, is seriously ill... Sam Glazier of Fox is beating himself. The newsboy on the corner, who knows Sam's equine inclinations, gave him a tip on a Dufferin nag, which Sam ignored. Yes sir, it paid 27 bucks.

He Didn't Get Away With It

Roly Young, movie critic of the Toronto Globe and Mail, is a feller who is none too fond of the adulation, curiosity and kowtowing which befall columnists in general. The frosty-topped screenie is a lover of the stage also and has had several interesting adventures in the realm of the living theatre during the past few years.

When Ann Neagle and Herbert Wilcox were readying their Canadian tour of all-stars for the benefit of the Air Cadet League, they convinced Roly that he could make a valuable contribution by acting as stage manager. Roly accepted.

So when "Celebrity Parade" opened at the Victoria, Toronto, amid all the splendor and glory of the first night, Mr. Young, whose appearance would have drawn many oohs and ahs as anybody's, was absent from the mass gaze of the public. He was enjoying the sweet anonymity of a stage manager.

Not for long, though. When the acting chores were done and the bows being taken, Herbert Wilcox pounced on Roly and brought the reticent one before the audience, which welcomed him with great relish.

Tough luck, Roly. Things may be different out of town.

Poll Public on Phoney Plots

Dr. Leo Handel conducted an audience study through his Motion Picture Research Bureau with the purpose of determining the attitude of the public toward improbable coincidences in the plots of motion pictures. The investigation did not cover fantasies (as Topper, Mr. Jordan) which will be the subject of another survey. It dealt with the improbable rather impossible happenings in picture stories. The reaction of the audience to "things happening in the movies only" is frequently discussed in producer circles. Therefore a scientific approach to the problem seems timely.

The results of the study show that 51% of the persons interviewed like these improbable coincidences, 26% object to them, 11% are indifferent, 5% feel that it depends on the picture, the balance having no opinion.

Of the persons being in favor of improbable stories 20% emphasized that the picture has to be good to permit such occurrences, others stressed that these situations must not be overdone. A number of respondents expressed their approval of these plots because they make the pictures interesting, exciting and let them "escape" into a world free from the limitations that burden their own lives. Some said improbable situations should be used only if they improve the picture.

Almost half of the persons who are against these improbable situations stated their preference for realistic pictures, others in this group mentioned that these improbable happenings are usually carried too far.

Dr. Handel used a special technique for this research study. Instead of using standard questionnaires the investigators first explained the problem carefully to the respondents and then discussed the matter with them freely; the gist of their opinions was put in the reports.

The Motion Picture Research Bureau is celebrating this month its first anniversary. It was organized as an agency, keyed to serve exclusively the special demands of the film industry. Dr. Leo Handel who formed and directs this organization is mentioned frequently in connection with the research project considered by the Public Relations Committee of the American Motion picture industry.

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Digest of Reviews

United Artists

FERRY PILOT ("The World in Action" Series)

This documentary short, made with the cooperation of the British Ministry of Information, is of the same stripe as "Target for Tonight." It is a factual presentation of the work of that mysterious hero of this war, the ferry pilot.

What he does through, how he gets there and the planning back of each Atlantic jaunt make up the framework of the picture. But filling this structure are thrills, sorties and humorous touches.

Today there are a great many patrons who would rather have their war hero films factual, with their tempo unhindered by the addition of a love story, and accept more escapist material for entertainment. A picture such as this, added to a gayer film, might be the answer to many an exhibitor's puzzlement about what the public wants.

"Ferry Pilot" is crackerjack stuff about the air avenues that feed Britain bombers and the game guys who fly those lonesome and dangerous skyways. The "Second Front" mass raids and reference to Cologne, Rostock and Lubeck gives the film exact topicality.

INSIDE FIGHTING RUSSIA ("The World in Action" Series)

This National Film Board subject has the same quick pace and stirring narration of the best previous efforts. It's concise and clear, filling well that great curiosity about what Russia is and was like. Shots show the old and ugly Russia of the Czar as against the vigorous and inventive Soviet state of today. Why and how our Soviet ally is able to kick Hitler's efforts back into his face and rear is plainer and quicker to see here than in almost any other subject of a like nature.

Vitagraph

BIG SHOT

Payoff: Set up to fit into an intermediate slot, this mobster melodrama exceeds expectations. It becomes a character study and a hard-driving melodrama at the same time. Humphrey Bogart, who can give the most flimsy piece body and substance, takes full advantage of all the possibilities and the film becomes a thrilling attention arrester.

What Goes On: Bogart is a broken ex-mob chief who, faced with life if he offends a fourth time, takes the bulldozing of a small-time hoodlum, Joseph Downing. Hungry and discouraged, he returns to the racket. He renews his love affair with Irene Manning, who married his lawyer while Bogart was in jail. Though there are two love stories in the picture, the second between Richard Travis and Susan Peters, they create no confusion. Travis is a young fellow hired to provide Bogart with an alibi who goes to jail when unwittingly exposed by his sweetheart.

Sizeup: The film has many excellent and clever shots to symbolize this and that, such as the crushing of Bogart's cigarette underfoot as he dies. There is a chase over snowy roads that's the best thing of its kind in a long time. Several superb characterizations support Bogart, particularly that of Chick Sandler as Bogart's jailbreak partner. There are some familiar slants, such as a prison show, but they're unusually well done. Minor Watson and Howard de Sylva play well.

ESCAPE FROM CRIME

Payoff: Gangster piece of a distinctly minor classification.

What Goes On: Richard Travis is the reformed crook who goes straight, becomes a photographer, and helps round up the mob he used to run with.

Sizeup: Julie Bishop, Jackie C. Gleason, Frank Wilcox, Rex Williams and a half-dozen others.

Regal

LAND OF THE QUINTUPLETS

(James A. Fitzpatrick Traveltalk)

A technicolor short on the Quints, with the emphasis on background and environment. There are shots of the Quints but Dr. Dafoe is the hero here. He is shown at home and gets his due. Mighty interesting subject.

Paramount

TAKE A LETTER, DARLING

Payoff: Long on loud laughter and certainly one of the funniest pictures in a couple of years. A racy escapist story and an ultra-mounted production give it top eye and ear value.

What Goes On: Rosalind Russell is a self-sufficient advertising account executive who's a cinch to sell a man but runs into a chill when their wives are with them. On account of Miss Russell being so fetching. She hires Fred MacMurray, a jobless artist, to play her sweetheart and take the freeze out of the wifely frills. MacMurray becomes so expert at thawing them out that he warms Miss Russell out of her wintry attitude also. It's nice work, etc.

Sizeup: The audience gets on MacMurray's side early, knowing full well that he'll make fact out of fiction but it watches the procedure with immense glee. Miss Russell, as a sure shooter, is at her best. Bob Benchley is her silent but droll partner. Constance Moore provides the female barrier between MacMurray and Russell and Macdonald Carey is Mac's male opposition for Roz.

Columbia

PARACHUTE NURSE

Payoff: A minor effort that has the advantage of being about a branch of the American services that is pictured for the first time. That's something.

What Goes On: Marguerite Chapman is one of the nurses who leaves the usual routine to join the girls who bring nursing to places that can only be reached by air. She falls in love with William Wright, the instructor, but a jealous competitor, Louise Albritton, unnerves her in the first parachute test. She gets over the mental hurdle, wins the instructor and sees the perfunctory heel thumbed out of the service.

Sizeup: It has a certain amount of novelty, as well as many pretty girls for the male custom.

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A NATIONAL THEATRE SERVICE

Fox Has 256 In Allied Force

With this week's enlistment of five more Twentieth Century-Fox employees, the total number of men serving in the United States and Canadian armed forces reached 256.

Two Toronto employees joined the colors. Elroy O'Loughlin, salesman, joined the RCAF and is now stationed at Cartierville, Quebec. Assistant Booker Charles Lynch joined the Canadian army and is now at Connaught Camp, Ottawa, Ont.

Of the 256 employees with the armed forces, 48 are from the branches. The Studio has the largest number of draftees or enlistments, according to the official tabulation. Movietone City sent 107 boys into various branches of the service.

Twentieth Century-Fox Film Foreign Department was still without official word this week regarding the whereabouts of Joe McElhinney, former Salt Lake City Manager who was last reported at Batavia, Dutch East Indies, and Arthur Doyle, former Far East representative who was in Manila enroute to New York. Neither has Twentieth Century-Fox received word regarding the fate of employees at branches in the occupied Far East.

Revivals in New York

All This and Heaven Too—1940 tragic romance; Boyer & B. Davis.
Great Waltz—1938 musical based on Strauss waltzes and legend; F. Gravet & M. Korjus.

History Is Made at Night—1937 melodrama; Boyer, J. Arthur.
Intermezzo—1939 drama; L. Howard, I. Bergman.

Joy of Living—1938 comedy; I. Dunne, D. Fairbanks, Jr.

Life of Emile Zola—1937 dramatization of the life of the novelist, Muni & Sondergaard.

Lost Horizon—1937 film dramatization of Hilton's novel; J. Wyatt, R. Colman.

Mr. & Mrs. Smith—1941 marital farce; Lombard & R. Montgomery.
Night Train—1940 melodrama; R. Harrison, M. Lockwood.

Old Maid—1939 drama; B. Davis, M. Hopkins.

Philadelphia Story—1940 comedy from the B'way play; Hepburn, J. Stewart, C. Grant.

Roaring Twenties—1939 melodrama of the prohibition era; Cagney, P. Lane.

Slight Case of Murder—1938 satire on ex-racketeer; E. G. Robinson.
Submarine D-1—1937 drama; G. Brent, P. O'Brien.

Western Union—1941 pioneer melodrama; R. Scott, R. Young.

About War Shows And Wowzers

In the reprinted article below columnist Jack Scott, who offers "Our Town" daily in the Vancouver Star, writes about a state of affairs and a kind of person only too well known to managers and exhibitors throughout the Dominion.

A Wowser-Beater

YESTERDAY I mentioned something about "wowzers"—the kind of people who would eliminate Sunday recreation because they, themselves, don't want it—and today I can give you an example of a community that had to make a choice between upsetting the wowser tradition and doing what they felt was right.

This does not happen very often, mainly because it is easier to simply accept the theory that the wowser, usually successful, is right. That's a funny thing about some people. They may have wonderfully progressive minds, but they wilt before conservatism. They may be outspoken critics of a system, but they are often crushed by the weight of the system or weakly become a part of it.

Most of the greatest newspapers of the day, for instance, are ponderous reactionary and almost without exception they began as fearless seekers of truth, frequently wild-eyed, but willing to fight for principles.

Newspapers and men can easily slip into wowserism, with its attractions of dignity and correctness and security.

For a Cause

OVER in West Vancouver a group of people, including at least one minister, stepped right on the face of the wowzers. They have Sunday moving pictures there.

This was begun two years ago and it only got by the wowzers because it was for a cause. One J. H. Fletcher, who operates the Hollyburn Theatre, decided it would be a good idea to have a show each Sunday night at 9 o'clock and turn over the proceeds to the Red Cross.

A group of wowzers—they generally run in tight packs—attempted to block this and that made Mr. Fletcher mad. "They appealed to me on a basis of religion," he recalls, "and I told them if religion is going to stand in the way of winning the war I'm not for it."

The wowzers never followed up their initial complaint. I like to think that they went to the first Sunday show and saw the popular bank manager helping take tickets and the minister looking after the collection, and Mr. and Mrs. Fletcher giving up their only night in the week.

It may be, too, that they had a good look at the people who went there—good, solid, church-going citizens who possibly did

not go consciously to aid the Red Cross, but more to find some entertainment. There is never a Sunday there that people aren't turned away, although the pictures themselves are sometimes four years old.

At the present time they have raised \$6090 for the Red Cross.

The Record in London

I WENT to talk to Mr. Fletcher, not so much to publicize his own fine contribution, but to apply it to war workers who have only that night free and to thousands of soldiers all across Canada, most of them a long way from home, who might find Sunday a bleak day.

And Mr. Fletcher, who certainly is against working seven days a week himself, believes that Sunday shows have their place here—as much as they have in London.

He has the figures to show what happened to juvenile delinquency in London after the theatres were opened. Before that the dead-end kids had run wild on Sundays and then the trouble was over.

Actually, as I have since learned, very few of the places that are closed Sundays are interested in the extra day from a profit standpoint. Indeed, many have suggested to me that since the majority of people actually do prefer that quiet Sunday at home it would be a light day.

And yet there are people who need and want that chance for recreation—as the West Vancouver experiment proves—and it is interesting to know that the wowser can be defeated.

Screen Credits May Be Chopped

Two of the pet irks of movie patrons, screen credits and over-long trailers, may be rectified if the report of the Film Conservation Committee is accepted. It will mean the saving of 20,000,000 feet of raw film.

It is proposed that all screen credits be omitted except those of stars and featured players. Writers, directors, producers and others would become the unsung heroes of production. A modification of this idea might permit full credits to be shown only in the Los Angeles area, where they mean something more than in the world at large.

In the matter of trailers the committee has suggested that those heralding specials and big budget pictures be limited to 250 feet, with the rest reaching a maximum of 150 feet. This has already been approved by all studios except Warners and MGM, which outfits make their own trailers, the others relying on National Screen Service.

The proposals, which would apply for the duration, have been submitted to all Hollywood guilds for approval.

The curtailment of cosmetics, under consideration in other quarters, will not affect studio make-up departments, since the amount used, in comparison with that of the rest of the USA, is negligible.

Kupper Honored

One hundred and fifty executives, department heads and associates of William J. Kupper, recently appointed by Tom J. Connors, vice-president in charge of Twentieth Century-Fox World-wide sales, as his executive assistant, gave the former a testimonial banquet at the New York Athletic Club last week.

EXHIBITORS BOOKING ASSOCIATION

A thoroughly reliable, tried and proven buying and booking service for Independent Theatre Owners.

21 DUNDAS SQUARE
Toronto

Phone: Adelaide 4316

Frank Meyers, Manager

DOUG PATTERSON, Regent, Creighton Mines, on "Ride 'em Cowboy," used a three-sheet cut-out two weeks in advance in lobby. Also had cutout letters (with the stars names) around the marquee. Doug had small envelopes with a peanut in each one, copy reading "If you think this is NUTS see (feature)." These were distributed to homes, enclosed in parcels delivered from the stores.

JACK ALEXANDER of the Brock, Toronto, had quite a display of ARP equipment for "Pacific Blackout," Paramount's crack film on the subject. He held a special Sunday show for the wardens in his district. He, of course, obtained a special permit from the Treasury Department for that.

Big Kickback of Aussie Rentals

American distribution companies got a better-than-expected boon when the Australian government allowed them to take out about three-quarters of the amount of frozen rental money that was unloosed last year. The distribs wanted more than that and the government offered less. The sum affected, \$1,725,000, exceeded expectations. New Zealand kicked back \$794,000.

The transfer of Canadian rentals to the United States are not hindered by the government beyond the imposition of a 10 per cent remittance tax. Such a tax, varying in size, is in effect in South American countries also.

It's figured that there's about \$7,000,000 of rental money still tied up in Australia and \$1,700,000 in New Zealand. Restrictive measures against removal have grown each year. The first year the distribs got back over \$3,000,000 and the second \$2,000,000.

It would appear that the financial thaw is spreading to England and other places where returns is expected from these points have been frozen. Favorable news shortly.

All types of entertainment are having the biggest boom in their histories right now, particularly movies. Films expected to last for short runs have been going far and beyond the figured routes and stays. It's estimated that in Melbourne alone over \$1,000,000 is being spent for entertainment each week and movie houses are getting a fair share of it. All Aussie situations are the same in this regard.



Contributions to this column will be greatly appreciated from any member of the motion picture industry, from coast to coast, whether he has chain affiliations or is strictly independent.

Address all letters to "What Did You Do?" c/o Film Weekly 21 Dundas Sq., Toronto, Ont.

THAT slick Joe Paul of the Park, Welland, got over some good ones for United Artists' funny feature, "To Be or Not to Be." He had a full-page cooperative ad in the local paper, featuring six native lassies on active service. Six merchants sponsored it and each congratulated the girls on their patriotism. Store windows and the lobby did some good work under Joe's fine guidance and the whole plan caused an unusual amount of comment.

BOB BROWN had an unusual film to sell in Columbia's "No Greater Sin." It requires delicate handling and Bob did a right good job of getting the word around. Invitations went out to prominent Windsorites to come to the Vanity. Beside the regular channels of herald and card distribution, Bob saw to it that factory pay envelopes carried news of the picture and theatre.

LEO COYLE of the Granada, St. Catharines, that veteran showman, knows the value of getting his news around. Not only the factories and offices of the town knew that he was playing "Comrade X" and "Return to Yesterday" but folks came all the way from Port Dalhousie, Meriton and Niagara. The soldiers at Camp Niagara provided many patrons. Leo takes good care of his lobby and front.

STUART SMART of the Capitol, Port Hope, delivers his heralds by having same inserted in the weekly papers.

DICK FREEMAN of the Pix, Toronto, overhauled recently into becoming a fine little showshop, sent fan photos around the district—a sure way to tickle the fancies of the devotees. The marquee was trimmed with cards swaying in the breeze, giving off that "cooler inside" suggestion. Heralds telling about the no-sweating slant also reached the folks. Air conditioning is something people like to hear about these sultry nights but they must be told constantly.

MAX PHILLIPS of the Regent, Sudbury, tells us, that he has just put on one of the most extensive outdoor campaigns of his career on "No Greater Sin" Max made personal calls on many influential people in the City and district and was successful in getting advertising, in spots that are usually closed to regular programs. Window cards and heralds, in banks and the Post Office, hotels, beverage rooms, bulletin boards of mines, barracks of local military stations, etc. The local C. O. of militia gave splendid co-operation, allowing advertising to be placed in and around recruiting headquarters. Sergeant on duty in booth in front of Post Office passed out heralds. Mine managers allowed heralds to be spotted in men's room.

SMILING Steve McManus of the Bayview, Toronto, reports that his baby contest is still holding interest in the neighborhood. The tieup drugstore keeps a window display, coupled with the winning photographs of each week. As an added attraction this Tuesday, a member of the Business Men's Association in the district will present sweaters to the softball team of the district that the association is sponsoring. This will take place on the stage.

FOR "You're in the Army Now" Chuck Smith, Royal, North Bay, trimmed up the lobby with red, white and blue streamers, the bottom of the marquee being trimmed in the same manner. Martial music was piped to the outside from the loud speaker on the marquee.

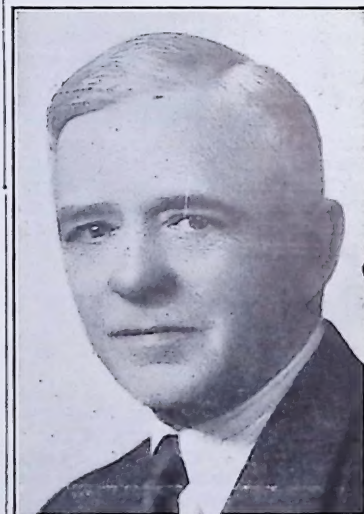
ON "How Green Was My Valley" Mel Stephens of the Granada, Dunnville, got a special mention in Old Bill's Column, the most important section in the Chronicle, on the front page. Advance lobby display on this attraction held the public in suspense. Six-sheets were arranged on entrance door to foyer, for "The Man Who Came to Dinner. Mel is also arranging tieups in a photo slot machine gun for "Sergeant York."

RALPH TIEDE of the Century, Trenton, cooked up quite an exploitation dish for "Reg'lar Fellers." He ran a teaser ad in the paper, saying when the "Reg'lar Fellers" would be in town. He got a three-column scene mat planted in the paper free of charge and canvassed the schools with a cooperative herald. Four large heads, copied from the comic strip, adorned the Vitrolite out front.

LOYD GURR of the Century, Hamilton, worked overtime on his favorite stunt of tying up store windows. For "My Gal Sal" he used plenty of windows, especially in music stores, featuring songs and stills from 20th Century-Fox's big musical and color spectacle.

Len B. Hutchison

Appointed District Manager for
Dominion Sound Equipments
Limited



Dominion Sound Equipments Limited announces the appointment of Len B. Hutchison as District Manager for Ontario with headquarters at 114 Bond Street, Toronto.

Mr. Hutchison was formerly for ten years Sales Manager for Kaufman Rubber Company in Kitchen, Ontario, and later in the same capacity with the Woodstock Rubber Company, and is well known from Coast to Coast, and particularly in Ontario. He thus brings to his new post a wide experience in the commercial and personnel fields.

This appointment will relieve L. Thomson, District Sales Manager, and H. Goldin, District Service Manager, of certain administrative responsibilities and enable them to devote their whole time to their respective departments.

Flynn, Sheridan In Warner Film

Errol Flynn and Ann Sheridan are the stars selected by Warner Bros. for the leads in the film adaptation of "Edge of Darkness," recently published novel by William Woods which has already attained a place on the best-seller lists. It is a story of life in Norway under Nazi domination.

The picture, to be produced by Henry Blanke, is slated to go before the cameras as soon as Flynn completes his current picture, "Gentleman Jim." Miss Sheridan is slated for a vacation after she finishes her role in "George Washington Slept Here," which is nearing completion.

* * *

Four important additions have been made by Warner Bros. to the cast of "Casablanca," which has just gone into production with Humphrey Bogart, Ingrid Bergman and Paul Henreid in the leads, and Michael Curtiz directing.

Conrad Veidt has been borrowed from MGM and Dooley Wilson from Paramount for character roles. The latter is the Negro actor who played the lead opposite Ethel Waters in the stage production of "Cabin in the Sky." Claude Rains, who has distinguished himself in many Warner productions but is now a free lance, returns to the studio again for "Casablanca," and from the ranks of the studio's own contract players Sydney Greenstreet has also been assigned to the cast.

* * *

Geraldine Fitzgerald, who made her American film debut in the second lead to Bette Davis in "Dark Victory," will perform a similar chore for Warner Bros. in "Watch on the Rhine," next starring vehicle for Miss Davis.

The other leads in Warners' film version of the most successful of all the anti-Nazi plays will be Paul Lukas and Lucile Watson, who will play the roles they created in the stage production.

Suggests Incomes Be Revealed

Publication of individual incomes by the Income Tax Branch was advocated in the House of Commons recently by Rev. A. M. Nicholson, CCF, Mackenzie. He pointed out that United States authorities revealed American earnings regularly.

Revenue Minister Gibson, who was leading the house at the moment, said that the Income Tax Act required that individual incomes should be kept confidential and officers were required to renew their oath of secrecy every four months.

For King and Country 20th CENTURY THEATRES

Employees Who Have Joined The Armed Forces

MIDTOWN, TORONTO

Carson Nelson

RCAF

KENWOOD, TORONTO

Pte. Wm. Widdgett

Army

Harry Geller

RCAF

Bernard Weisberg

RCAF

Bob Liss

RCAF

COMMUNITY, TORONTO

Jack Lawrence

Army

Al Chartrand

Army

Jack Dobson

Army

Charlie Perrot

RCAF

Art Perrot

Army

Jim Munroe

Army

REVUE, TORONTO

Maurice Weldon

Navy

Jack Banting

Army

PIX, TORONTO

Max Schiene

RCAF

H. M. Solomon

Army

GRANADA, NAPANEE

James Plumley

RCAF

COMMUNITY, HAMILTON

Ken Murdock

Air Cadets

ROYAL, NORTH BAY

John Shaw

Army

Albert Boyer

RCAF

Clifford Pask

RCAF

REX, LONDON

Glen Robinson

Navy

Len Stothers

RCAF

Jack Malone

RCAF

Ed Summerfield

Army

J. Gruber

RCAF

CAPITOL, COBOURG

B. Taylor

Army

Henry Winters

Army

Alfred Winters

Army

Clifford Bradbury (killed)

RAF

George Paige

RCAF

Wm. Lavis

Navy

Frank Taylor

RCAF

ELGIN, OTTAWA

Ted Lajoie

Army

John Charron

Army

Lorne Wiggin

Army

Lloyd Cochrane

Army

Jack Dempsey

RCAF

Bert Guest

RCAF

George McDonald

RCAF

Milton Budd

RCAF

Robert Sparrow

RCAF

Leo Kelly

RCAF

Fred Huges

RCAF

Jack Parker

Navy

Bert Gorman

Navy

PARK, SARNIA

Garnet Heatherly

Army

GRANADA, ST. CATHARINES

Frank Doumoulin

Army

PARK, WELLAND

John Mathies

Army

GRANADA, ST. THOMAS

Reg. Meyers

RCAF

Chas. Robinson

Army

PARK, CHATHAM

Bill Norton

RCAF

CENTURY, KITCHENER

Gilbert Patterson

(Invalid Home)

Army

Victor Clayfield

Army

Ralph Wilson

Army

Leo Steit

Army

CENTURY, TRENTON

Ted Fraser

Navy

Art Johnson

Army

Jim McWilliams

Navy

Garnet Rosenblot

RCAF

Hugh Ferguson

RCAF

Harold Buck

Navy

CENTURY, HAMILTON

J. Herbert Glide

RCAF

Raymond Hand

RCAF

CAPITOL, BELLEVILLE

J. A. Calcutt

Artillery

Ed Aylesworth

Ordnance

GRAND, SUDBURY

Arthur Tovey

Army

Earl Retty

Navy

Jos. Maloney

RCAF

Ed Hanson

Veteran Guard

Chas. Frost

Navy

Fred Papke

Army

CAPITOL, BELLEVILLE

J. A. Calcutt

Artillery

Ed. Aylesworth

Ordnance

MARKS, OSHAWA

Jack Marks

Army

Ted Marks

RCAF

Allen Hepburn

RCAF

R. Guthrie

Army

Ross Winacott

Army

Vernon Burns

RCAF

VANITY, WINDSOR

Russell Barr

Navy

Donald St. Louis

Army

Stanley Burge

Army

Robt. Arnott

Army

Ernest Hales

Navy

CAPITOL, PORT HOPE

George Martin

RCAF

Harry Jackson

Army

Eric Newman Jones

Army

Harry Cook

Army

Wilfred Lewis

Navy

David Newton

Navy

Lyall Carr

Army

Keith Long

Army

CENTRE, LONDON

Garnet Heatherly

Army

Wm. Ellison

Navy

J. P. Simmons

Army

Ed Cooper

Army

Wm. Bratford

Wireless

Hubert Hummell

RCAMC

Joe Knight

Army

Lloyd McKnight

Army

Donald Ray

Army

REX, LONDON

Margaret Ross

Fleet Aircraft

Wilcox-Neagle Tour Opens

The Herbert Wilcox-Anna Neagle Celebrity Parade, a volunteer company of 400 performers organized to tour the Dominion of Canada for the benefit of the Air Marshal Bishop Fund, to aid the Air Cadet League of Canada, gave its opening performance Monday evening, June 15th, at the Victoria Theatre.

With receipts aggregating \$97,300, this sum constitutes a world record for any benefit devoted to the British war effort.

A cheering throng heard Air Marshal W. A. Bishop, V.C. announce the total at the conclusion of the two-hour show, built around two plays, Noel Coward's "Still Life" and Monckton Hoffe's "The Lady Who Wishes to be known as Madame," and a 40-minute musical divertissement.

The Celebrity Parade will continue its tour, playing this week at Ottawa and Montreal. The itinerary for next week embraces Winnipeg, Regina and Edmonton.

Heading the cast of the show, which Mr. Wilcox produced and directed, are such notables as Anno Neagle, Dennis King, Colin Keith-Johnson, Lady Hardwicke, Robert Coote, Richard Gaines, George Patton, Moyna MacGill and David Tihmar. With its orchestra of 60 pieces, the company is augmented by representatives of the RCAF, the Northwest Mounted Police, the Army, Navy and Women's Air Service.

Vitagraph Bookers In Annual Derby

Jack Sherwin, Vic Beattie, Ed Grant and Bill McGuire of head office, along with Vitagraph bookers throughout the country, are champing at the bit for the big annual handicap race which Warners features every August.

A fair-sized purse of spendable stuff goes to the branch whose bookers snaffle the highest percentage-above-quota results during the period and smaller money goes to those who finish in the place, show and other payoff positions.

Richard Carlyle, Born In Guelph, is Dead

Richard Carlyle, 63, well-known screen actor of other years, died at the Veteran's Hospital, San Fernando, California last week. He had been ill for nine years.

Carlyle, who was born in Guelph, Ontario, played in many films before his illness interfered with his career. Some of the pictures in which he appeared were "Tol'able David," "Kismet," "Brotherly Love," "It Can Be Done" and "In Old California."

Snips and Snaps . . .

Sailor Man



JOHN WAYNE, co-star with Paulette Goddard and Ray Milland in "Reap the Wild Wind," Cecil B. DeMille's swashbuckling story of the sea now at the Theatre. Released by Paramount, the picture is in Technicolor.

Hard Guy



Jean Gabin, 20th Century-Fox's imported star and current USA rage. He's starred in the studio's grim waterfront tale, "Moon Tide," which is his debut on this side. Ida Lupino, Thomas Mitchell and Claude Rains support Gabin.

RONALD AND MOTHER



RONALD REAGAN — now a lieutenant of cavalry — is visited by his mother before he leaves for duty. His latest starring vehicle was Warners' "Juke Girl" with Ann Sheridan. His next will be "Desperate Journey" with Errol Flynn, Raymond Massey, Nancy Coleman, Arthur Kennedy, Alan Hale, and Ronald Sinclair.

Yanks Over Europe



AMERICAN fighter pilots in the RAF are dramatized in Walter Wanger's Universal production of "Eagle Squadron." (L to R) John Loder, Diana Barrymore, Jon Hall and Robert Stack.

Socks and Kisses



Battling William Lundigan wins a kiss from Jean Rogers in MGM's fighting comedy-drama, "Sunday Punch." Others in the cast are Dan Dailey, Jr., Guy Kibbee, Sam Levene and Rags Ragland.

Sailor Girl



SUSAN HAYWARD, who has an important role with Ray Milland, Paulette Goddard and John Wayne in Cecil B. DeMille's "Reap the Wild Wind," the Paramount picture in Technicolor now on the Theatre screen.